

Message Text

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ACTION EUR-12

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P R 171511Z JUN 77
FM AMEMBASSY MOSCOW
TO USDOC WASHDC PRIORITY
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AMEMBASSY VIENNA

UNCLAS MOSCOW 8748

FOR BEWT/TPD (THOMPSON)

VIENNA FOR VONTILLIUS

E.O. 11652: N/A
TAGS: BEXP, UR
SUBJECT: ELECTRO 77 - MIDPOINT REPORT

REF: MOSCOW 8272

1. AFTER OPENING DAY CEREMONIES (REFTEL) FOLLOWING EVENTS HAVE
TAKEN PLACE AT U.S. PAVILION AT ELEKTRO '77:

A. JUNE 11 - VISIT BY DIRECTOR AND DEPUTY DIRECTOR OF
ON-SITE COMMERCIAL BUREAU, AND FTO REPRESENTATIVES
LOCATED AT COMMERCIAL BUREAUS, WITH INTRODUCTIONS TO ALL
EXHIBITORS.

B. JUNE 11 - VISIT BY A SPECIAL DELEGATION OF
SOVIET PRESS, INCLUDING EDITORS OF MOST MAJOR NEWSPAPERS.

C. JUNE 13 - VISIT BY DELEGATION FROM MINISTRY OF
GAS INDUSTRY HEADED BY MINISTER ORUDZHEV AND
DEPUTY MINISTER DEREZHOV.

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D. JUNE 14 - ONE HOUR VISIT BY AMBASSADOR TOON WHO
TOURED PAVILION AND WAS INTRODUCED TO EACH EXHIBITOR.

E. JUNE 14 - CITY TOUR, DINNER AND CIRCUS FOR EXHIBITORS
ARRANGED FOR BY INSTITUTE OF ELEKTRO-CERAMICS OF MINISTRY
OF ELEKTRO-TECHNICAL INDUSTRIES.

F. JUNE 15 - AMERICA DAY (SEE PARA 2)

G. JUNE 16 - VISIT TO SOVIET PAVILION ARRANGED FOR DUSEX AND DO, U.S. EXHIBIT, ACCOMPANIED BY SEVERAL U.S. COMPANY REPS. ALSO VISIT TO INSTITUTE OF ELEKTRO-CERAMICS LABORATORIES FOR DUSEX, DBR AND COMPANY REPS.

H. JUNE 17 - VISIT TO US PAVILION BY DEPUTY MINISTER OF FOREIGN TRADE NIKOLAY N. SMEL'YAKOV.

2. AMERICA DAY ACTIVITIES BEGAN WITH A PRESS CONFERENCE ATTENDED BY MEMBERS OF SOVIET PRESS. DIPLOMAS FOR EXHIBIT, EXCELLENCE WERE AWARDED TO BEWT AND TO SEVEN OF NINETEEN U.S. FIRMPARTICIPANTS: BURR-BROWN, DUPONT, G.E., GOULD, HIPOTRONICS, INTERMAGNETS AND WESTINGHOUSE. AN OPEN HOUSE FOR PRESS AND OTHER PAVILION DIRECTORS WAS HELD IN OUR LOUNGE AND ATTRACTED 100 VISITORS. DAY CONCLUDED WITH AMERICA DAY RECEPTION HOSTED BY AMBASSADOR AND MRS. TOON AT SPASO HOUSE AND AN ESTIMATED 100 SOVIET GUESTS HEADED BY DEPUTY MINISTER BORUSHKO OF THE MINISTRY OF ELEKTRO-TECHNICAL INDUSTRIES ATTENDED.

3. NUMEROUS OTHER VISITS AND MEETINGS HAVE TAKEN PLACE WHICH WERE ARRANGED BY DBR ROBINSON DURING PRE-SHOW MARKETING EFFORTS AND MADE POSSIBLE, IN LARGE PART, BY COMPREHENSIVE PRODUCT BRIEF WHICH WAS DISTRIBUTED BEFORE AND DURING HER CAMPAIGN.

4. CROWDS HAVE BEEN RELATIVELY LIGHT TO DATE BUT EXHIBITORS UNCLASSIFIED

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REPORT THAT THEY ARE PLEASED WITH TECHNICAL COMPETENCE AND QUALITY OF VISITORS. WE EXPECT ANOTHER LARGE DELEGATION TO VISIT U.S. PAVILION ON JUNE 20 FROM SOVIET INSTITUTE OF ELEKTRO CEREMICS.

5. OPERATIONS ARE RUNNING VERY SMOOTHLY WITH NO MAJOR PROBLEMS.
TOON

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Disposition Event:
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